

**Mayor and Council Presentation
Friends of Rockville Seniors (FORS)
October 11, 2010
Prepared by Norene Y. Stovall
in cooperation with the Senior Citizens' Commissioners**

Goal

To enhance and improve the senior experience (shopping and use of services) in the City of Rockville.

Method

Encourage Rockville businesses to recognize and respond to the special needs of senior citizens.

Action Needed

We seek the Mayor and Council's approval and promotion of Rockville as a "Senior Friendly City" and your support for the FORS program through staff and volunteer assistance.

Background

Some time ago, Dr. Steve Lipson, when he was a member of the Senior Commission, proposed the concept of the Friends of Rockville Seniors (FORS). Subsequently, the Mayor and Council, Parks and Recreation Director Burt Hall, and City Manager Scott Ullery approved the Friends of Rockville Seniors (FORS) project in connection with Katherine Foti's participation in the Legacy Leadership class.

Since that time, the Senior Citizens' Commission has continued to work hard on the proposal, drafting and refining proposals, talking with Rockville citizens, businesses, and officials at the Rockville Economic Development Corporation (REDI) and Towne Center Action Team (TCAT).

Program Procedures

No funds other than staff time are requested for the program. Significant volunteer time will be necessary to support FORS. If any of tonight's viewers are interested in working with us, please contact the **Senior Center at 240/314-8800!** Publicity for the program will appear in various media and other appropriate areas. Criteria have been developed and those retailers meeting them will be recognized as **Black Eyed Susan Partners** which includes a decal to display at their place of business. An oversight committee of seniors and staff will be formed to confirm eligibility and improvement and to monitor progress. Periodic checks will be made to ensure criteria continue to be met.

**Friends of Rockville Seniors (F.O.R.S.)
Rockville Senior Citizens Commission
Criteria for Black-Eyed Susan Partnership
Senior Friendly Business**

Name of Facility:
Contact and Title:
Address:
E-mail:

Date:
Telephone:
Fax:
Website:

Special Accommodations

No barriers to wheelchair, walker, or cane access at thresholds, doorways, or aisles – **10 points**

Waiting area inside doors with chairs or bench- **10 points**

Management actively trains staff to address senior needs – **10 points**

Prompt telephone response with one button access to live person - **5 points**

Senior discounts in addition to regular sales clearly and publicly identified - **5 points**

Personal shopping assistance on request - **5 points**

Complimentary package carryout offered at checkout - **5 points**

Complimentary telephone available to call for a ride - **5 points**

Free delivery for items that cannot be carried home - **5 points**

Services provided to all customers

Adequate lighting provided for signs and isles - **5 points**

Convenient and accessible parking (ADA compliant) - **5 points**

Public transportation within 300 feet - **5 points**

Automatic doors or doors easily opened - **5 points**

Clear signing for areas and clear labeling on shelved items - **5 points**

Accessible bathrooms using ADA standards - **5 points**

Greetings by employees - **5 points**

Customer service area (large stores) - **5 points**

Bags packed to less than ten (10) pounds - **5 points**

List any additional offers and comments

Total Score_____

Must total 85 points or more to qualify

Submitted by_____ **Title**_____

Explanation of Friends of Rockville Seniors (FORS) Terms

Friends of Rockville Seniors (FORS): Used to describe the overall program of cooperative efforts between Senior Citizens and businesses that make accommodation efforts.

Black Eyed Susan Partner: Used to recognize businesses that meet minimum requirements and make continuing efforts to be friendly to seniors.

Friends of Rockville Seniors (FORS) Award: A future plan used to describe recognition of special effort(s) for seniors on the part of businesses, organizations, or individuals. To be presented periodically at a public event.

FORS Step by Step Process

Note: Many of these items can and may occur simultaneously

Establish FORS Review Committee

Suggest five (or other odd number) of staff, seniors, and citizens to serve one-year terms to review submissions and visit and revisit nominated businesses to ensure continued compliance

Secure Business Partners

Rockville Economic Development, Inc. (REDI) – committed
Towne Centre Action Committee (TCAT) – committed
Rockville Living website – committed
Chamber of Commerce – as adjunct to Buy Rockville
Fraternal organizations
Others

Establish Timetable for Collection of Nominees and Method of Forwarding to FORS Review Committee

Criteria sheet available on City website for businesses to self-nominate
Determine individual to monitor submissions via email
Establish collection boxes at City Hall, the Senior Center and seek permission at Montgomery County Rockville Public Library
Distribute collection instruments and method/frequency of pickup

Marketing of Program

Seek publicity in appropriate media including the Senior Center Newsletter, Rockville Reports, The Gazette, The Beacon, The Sentinel, and the City of Rockville and Rockville Living websites and other appropriate areas.
Begin **FORS** with retail businesses most used by seniors: drug stores, groceries, and restaurants
Initiate and approve generation of **FORS** logo and decal.

Determine and Establish Timing of Launching FORS

Done at public event including Mayor, Council, or both
Distribution of periodic City News Releases (Mary Lou Berg)
Update existing media based upon subsequent events

Follow-up and Future Plans

Continued compliance monitored periodically
Black-Eyed Susan Partners recognized at a public event
Expand program to other businesses and services beyond retail
Development of Annual **FORS** award

Process
Type of award
Procedure
Public Ceremony
Publicity